

ORDER



KSDK

Orders
Order / Rev: 722005
Alt Order #: 06369005
Product Desc: #3358 DAN BEISER
Estimate: 3358
Flight Dates: 10/15/12 - 10/21/12
Original Date / Rev: 10/12/12 / 10/12/12
Order Type: Political

Primary AE: Dan Foster
Sales Office: T-CHI
Sales Region: NAT

Agency
Name: Adelstein & Associates/ POL
Buying Contact:
Billing Contact:
 222 W Ontario Ste 600
 Chicago, IL 60610

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Beiser, D/ D/ IL House
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	23	\$30,075.00	\$25,563.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	23	\$30,075.00	\$25,563.75	0.00
Totals	23	\$30,075.00	\$25,563.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dan Foster			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	42%	\$30,075.00
Market	100%	\$71,607.14

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	0%	\$0.00
KETC	0%	\$0.00
KMOV	20%	\$14,321.43
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	38%	\$27,210.71
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	10/15/12	10/19/12	M-F 6-7A 6-7a	CM	6-7A	MTWTF--	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
TODAY STL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	MTWTF--		3		\$900.00		0.00					
E 2	KSDK	10/15/12	10/19/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	MTWTF--	:30	5	\$825.00	P-2	0.00	NM	5	\$4,125.00

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Advertiser: Beiser, D/ D/ IL House
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 Estimate: 3358

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					5	\$825.00		0.00			
E 3	KSDK	10/15/12	10/19/12	M-F 4P News News 5 at Four	CM	4-430P	MTWTF--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					2	\$750.00		0.00			
E 4	KSDK	10/15/12	10/19/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	MTWTF--	:30	3	\$1,875.00	P-2	0.00	NM	3	\$5,625.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					3	\$1,875.00		0.00			
E 5	KSDK	10/15/12	10/19/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	MTWTF--	:30	3	\$2,025.00	P-2	0.00	NM	3	\$6,075.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					3	\$2,025.00		0.00			
E 6	KSDK	10/15/12	10/19/12	LN (M-F) LN (M-F)	CM	10-1035p	MTWTF--	:30	3	\$2,250.00	P-2	0.00	NM	3	\$6,750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					3	\$2,250.00		0.00			
E 7	KSDK	10/20/12	10/20/12	Sat 9a Sat 9-10a	CM	9-10A	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$500.00		0.00			
E 8	KSDK	10/20/12	10/20/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$1,800.00		0.00			
E 9	KSDK	10/21/12	10/21/12	Sun 6-7A Sun 6-7A	CM	6-7A	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$250.00		0.00			
E 10	KSDK	10/21/12	10/21/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
SUNDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$750.00		0.00			
													Totals	23	\$30,075.00